

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

SECOND REPORT FOR AUG 1981

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Film	All 25 30 Min	All 55 60 Min	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	14.8 8	13.7 8	15.1 27	IFR	IFR	12.7 9	15.1 25	13.7 31	12.0 31	14.6 36	13.6 67	12.3 19	13.4 86

EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME				
Informational(1)		11:30PM-1:00AM(4)		Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM-1:00PM	1:00-4:30PM	10:00AM-4:30PM	Chil- dren's(1)	Sports		
Once-a Week	Multi-weekly										Regular	Special(3)	Total(3)
7.4 5	10.7 3	5.6 12	7.3 13	4.7 8	8.1 4	6.0 13	7.4 12	6.8 25	4.3 32	6.3 6	5.4 9	6.0 15	

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING  
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 23, 1981

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CIRCUS OF THE STARS(S)	22.1	17,190
2	JEFFERSONS	21.6	16,800
3	TRAPPER JOHN, M.D.	21.1	16,420
4	M*A*S*H	20.3	15,790
5	DUKES OF HAZZARD	19.9	15,480
6	ALICE	19.5	15,170
7	HOUSE CALLS	19.1	14,860
8	DIFF'RENT STROKES	18.8	14,630
9	THREE'S COMPANY	18.7	14,550

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
9	TOO CLOSE FOR COMFORT	18.7	14,550
11	HART TO HART#	18.2	14,160
12	FACTS OF LIFE#	18.1	14,080
13	20/20#	18.0	14,000
14	TAXI#	17.5	13,620
15	FANTASY ISLAND	17.3	13,460
15	LOVE BOAT	17.3	13,460
15	60 MINUTES	17.3	13,460

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATION'S		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET TYPE		WK 1	WK 2		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME		DUR	NET TYPE		WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %
•EVENING														BOSOM BUDDIES					34	194	200	98	98	A	14.2	28	1105
ABC COMEDY SPECIAL					3	189		97		A	9.2	19	716	THU. 8.30P 30 ABC CS										B	16.3	27	1268
1 MON. 8.00P 30 ABC CS										B	11.8	23	918	BUGS BUNNY-K. ARTHUR'S CT(S)							192		98	A	11.9	23	926
ABC FRIDAY NIGHT MOVIE					33	180		95		A	9.2	18	716	2 WED. 8.00P 30 CBS EA													
1 FRI. 9.00P 120 ABC FF										B	12.3	21	957	CBS EVENING NEWS-RATHER					219	197	197	99	99	A	11.2	25	871
ABC MONDAY NIGHT BASEBALL					3	189		96		A	12.6	23	980	M-F 6.30P 30 CBS N										B	13.8	26	1074
1 MON. 8.30P 150 ABC SE										B	12.0	21	934	CBS EVENING NEWS-DEAN					32	168		91		A	9.9	24	770
ABC MONDAY NIGHT MOVIE					11		196		99	A	13.5	23	1050	1 SUN. 6.30P 30 CBS N										B	9.5	19	739
2 MON. 9.00P 115 ABC FF										B	14.2	25	1105	CBS NEWS SPECIAL(S)						187		99		A	12.4	23	965
ABC NEWS CLOSEUP(S)							200		99	A	10.5	18	817	1 MON. 10.00P 60 CBS DN													
2 THU. 9.30P 90 ABC DN														CBS SAT. NEWS-SCHIEFFER					45	142	150	73	85	A	7.0	18	545
ABC NEWSBRIEF-M-F					218	186	188	97	96	A	12.1	22	941	SAT. 6.30P 30 CBS N										B	9.7	21	755
1 MON. 8.28P 1 ABC N										B	15.9	26	1237	CBS SAT. NIGHT MOVIE					13		175		92	A	10.8	21	840
1 TU-TH 9.58P 1														2 SAT. 9.00P 120 CBS FF										B	11.8	24	918
1 FRI. 8.57P 2														CBS TUESDAY NIGHT MOVIES					26	183	185	97	99	A	14.6	26	1136
2 MON. 8.58P 1														TUE. 9.00P 120 CBS FF										B	16.9	27	1315
2 TU & W 9.58P 1														CBS WEDNESDAY NIGHT MOVIE					32	178	186	96	97	A	14.6	26	1136
2 TH & F 8.57P 2														WED. 9.00P 120 CBS FF										B	16.5	27	1284
ABC NEWSBRIEF-SAT.					44	186	183	97	96	A	17.7	33	1377	CHARLIE'S ANGELS					10	180	176	95	91	A	10.6	21	825
SAT. 9.58P 1 ABC N										B	20.1	36	1564	WED. 8.00P 60 ABC PD										B	11.0	22	856
ABC NEWSBRIEF-SUN.					44	189	188	97	97	A	10.9	19	848														

1 SUN. 8.58P 1 ABC N						B	13.3	22	1035	CHIPS				32	213	207	99	99	A	15.6	30	1214	
2 SUN. 8.56P 3										SUN. 8.00P 60 NBC OP									B	17.6	29	1369	
ABC SUNDAY NIGHT MOVIE	41	194	197	97	98	A	15.0	28	1167	CIRCUS OF THE STARS(S)						192			A	22.1	39	1719	
1 SUN. 9.00P 180 ABC FF						B	17.8	29	1385	2 THU. 9.00P 120 CBS GV													
2 SUN. 9.00P 146										COMEDY THEATRE				5	164	186		86	94	A	11.1	23	864
ABC WORLD NEWS TONIGHT	218	201	200	99	99	A	10.6	23	825	FRI. 8.30P 30 NBC CS									B	9.8	21	762	
M-F 6.30P 30 ABC N						B	11.8	22	918	CRONKITE'S UNIVERSE				8	184	184		99	99	A	11.0	22	956
ABC WRLD NEWS TONIGHT-SUN	39	163	161	84	84	A	6.5	16	506	TUE. 8.00P 30 CBS DO									B	10.4	21	809	
SUN. 6.30P 30 ABC N						B	8.3	17	646	DALLAS				37	196	194		99	99	A	17.0	34	1323
ALICE	33	188	193	99	99	A	19.5	33	1517	FRI. 10.00P 60 CBS GD									B	26.7	47	2077	
SUN. 9.00P 30 CBS CS						B	20.9	32	1626	DIFFERENT STROKES				37	205	208		97	99	A	18.8	33	1463
ARCHIE BUNKER'S PLACE	32	193	199	98	99	A	14.0	28	1089	WED. 9.00P 30 NBC CS									B	19.8	32	1540	
SUN. 8.00P 30 CBS CS						B	18.5	31	1439	DISNEY'S WONDERFUL WORLD				35	202	206		99	99	A	11.9	25	926
BARBARA MANDRELL	33		174		90	A	11.1	24	864	SUN. 7.00P 60 NBC FV									B	13.8	25	1074	
2 SAT. 8.00P 60 NBC GV						B	14.6	27	1136	DUKES OF HAZZARD				36	198	194		99	98	A	19.9	38	1548
BARBARA WALTERS SUMMER SP(S)		204		99		A	15.1	27	1175	FRI. 9.00P 60 CBS CS									B	23.2	40	1805	
1 TUE. 10.00P 60 ABC CC										DYNASTY				5	199	194		99	98	A	11.3	20	879
BARNEY MILLER	37	196	202	98	98	A	15.4	28	1198	WED. 10.00P 60 ABC GD									B	10.9	20	848	
THU. 9.00P 30 ABC CS						B	17.3	29	1346	EIGHT IS ENOUGH				18	176	178		93	93	A	10.1	21	786
BENSON	37	192	184	96	95	A	12.0	26	934	SAT. 8.00P 60 ABC CS									B	11.2	24	871	
FRI. 8.00P 30 ABC CS						B	14.5	27	1128	ENOS				8		168			95	A	10.2	22	794
BIG EVENT	40	202	195	98	95	A	12.2	21	949	2 SAT. 8.00P 60 CBS CS									B	10.6	25	825	
1 SUN. 9.00P 120 NBC FV						B	17.5	28	1362	FACTS OF LIFE				31	199			97	A	18.1	31	1408	
2 SUN. 9.00P 140										1 WED. 9.30P 30 NBC CS									B	18.9	31	1470	
BORDER PALS(S)						A	9.8	18	762														
2 MON. 8.00P 60 ABC CS																							

1 FRI.	8.00P	60 CBS SF						B	14.5	27	1128	1 FRI.	9.52P	1											
IRENE(S)				199		97		A	16.3	27	1268	2 TUE.	9.58P	1											
2 WED.	9.30P	30 NBC CS										2 THU.	9.54P	1											
JEFFERSONS												NBC NEWS UPDATE-2-SUN.													
SUN.	9.30P	30 CBS CS	33	187	193	99	99	A	21.6	36	1680	1 SUN.	9.54P	1	NBC N	10	190		92	A	12.9	22	1004		
								B	21.9	34	1704								B	13.3	22	1035			
KNOTS LANDING												NBC NIGHTLY NEWS-SAT.				40	158	153	84	82	A	7.0	18	545	
1 THU.	10.00P	60 CBS GD	9	198		98		A	15.8	28	1229	SAT.	6.30P	30	NBC N				B	8.5	18	661			
KRYPTON FACTOR								B	13.0	24	1011	NBC NIGHTLY NEWS-SUN.				35	164	163	84	83	A	7.7	18	599	
FRI.	8.30P	30 ABC QG	3	190	187	95	95	A	9.6	20	747	SUN.	6.30P	30	NBC N				B	7.6	16	591			
								B	10.0	20	778														
LAVERNE & SHIRLEY												NBC NIGHTLY NEWS				217	208	208	99	99	A	10.2	22	794	
TUE.	8.30P	30 ABC CS	35	197	204	99	99	A	15.2	29	1183	M-F	6.30P	30	NBC N				B	12.0	23	934			
LITTLE HOUSE-PRAIRIE								B	18.8	31	1463	NBC THURSDAY NIGHT MOVIES				36	178	177	91	89	A	8.4	15	654	
MON.	8.00P	60 NBC GD	41	214	215	99	99	A	14.5	27	1128	THU.	9.00P	120	NBC FF				B	14.7	25	1144			
								B	19.1	30	1486														
LOBO												NERO WOLFE				10	187	190	94	94	A	11.5	20	895	
TUE.	8.00P	60 NBC A	27	180	183	93	91	A	9.7	19	755	TUE.	10.00P	60	NBC PD				B	11.0	20	856			
LOU GRANT								B	14.4	24	1120	NEWSBREAK-M-F				195	166	171	91	91	A	11.6	22	902	
2 MON.	10.00P	60 CBS GD	34			99		A	16.4	29	1276	1 M-F	8.58P		2	CBS N				B	14.4	24	1120		
								B	18.4	31	1432	2 MON.	8.57P		2										
LOVE BOAT												2 TU-F	8.58P		1										
SAT.	9.00P	60 ABC CS	41	190	189	98	97	A	17.3	33	1346														
MAGNUM, P.I.								B	21.5	38	1673	NEWSBREAK-SAT.				40	166	162	86	91	A	9.1	19	708	
1 THU.	9.00P	60 CBS PD	28	198		99		A	15.1	28	1175	1 SAT.	8.28P		1	CBS N				B	11.8	21	918		
								B	18.6	30	1447	2 SAT.	8.58P		1										
M*A*S*H												NEWSBREAK-SUN.				40	174	178	93	93	A	14.5	26	1128	
MON.	9.00P	30 CBS CS	37	193	196	99	99	A	20.3	34	1579	SUN.	8.58P		1	CBS N				B	18.4	29	1432		
MORK & MINDY								B	23.3	36	1813														
THU.	8.00P	30 ABC CS	38	198	201	97	98	A	13.7	28	1066	NFL PRE-SEAS FTBL-NBC-SAT(S)					213		98	A	13.7	29	1066		
								B	15.8	27	1229	2 SAT.	9.00P	219	NBC SF										

1 THU.	9.30P	30 ABC CS	31	187	186	95	96	B	16.7	28	1299	MON.	12.00M	69 ABC A	14	177	96	B	3.4	16	265		
THOSE AMAZING ANIMALS								A	7.9	17	615	FRIDAYS						A	5.1	19	397		
SUN.	7.00P	60 ABC PV						B	12.2	20	949	1 FRI.	12.00M	71 ABC GV				B	5.7	22	443		
THREE'S COMPANY			37	199	204	98	99	A	18.7	33	1455	LATE MOVIE I			197	156	156	87	88	A	6.4	21	498
TUE.	9.00P	30 ABC CS						B	20.9	33	1626	1 M & TU	11.30P	72 CBS FF				B	6.3	22	490		
TIM CONWAY SHOW			9	185	183	99	99	A	14.2	26	1105	1 WED.	11.30P	74									
MON.	8.30P	30 CBS CV						B	13.8	26	1074	1 THU.	11.30P	71									
TOO CLOSE FOR COMFORT			31	200	203	99	99	A	18.7	32	1455	1 FRI.	11.30P	69									
TUE.	9.30P	30 ABC CS						B	20.0	31	1556	2 MTUWF	11.30P	72									
TRAPPER JOHN, M.D.			30	185	191	99	99	A	21.1	37	1642	2 THU.	11.30P	70									
SUN.	10.00P	60 CBS GD						B	19.9	33	1548	LATE MOVIE II			195	156	156	86	87	A	4.1	21	319
20/20			40	200		99		A	18.0	32	1400	1 MON.	12.42A	45 CBS FF				B	4.3	25	335		
1 THU.	10.00P	60 ABC DN						B	17.3	30	1346	1 TUE.	12.42A	46									
TWO THE HARD WAY(S)				186		99		A	8.6	16	669	1 WED.	12.44A	43									
1 TUE.	8.30P	30 CBS CS										1 THU.	12.41A	43									
VEGA\$			2	189	190	96	98	A	12.7	22	988	1 FRI.	12.39A	41									
WED.	9.00P	60 ABC PD						B	12.7	22	988	2 MON.	12.42A	44									
WALTONS			12	177		93		A	8.9	18	692	2 TUE.	12.42A	42									
1 THU.	8.00P	60 CBS GD						B	11.2	22	871	2 WED.	12.42A	40									
WHITE SHADOW			5	171		96		A	9.1	19	708	2 THU.	12.40A	46									
1 WED.	8.00P	60 CBS GD						B	8.8	18	685	2 FRI.	12.42A	45									
WILLARD SCOTT'S-CIRCUS(S)				193		94		A	10.1	22	786	LOVE BOAT-12.00			31	171	172	94	95	A	6.2	25	482
1 SAT.	8.00P	60 NBC GV										1 WED.	12.00M	68 ABC CS				B	4.9	22	381		
WKRP IN CINCINNATI			10	193	188	99	99	A	13.9	28	1081	2 WED.	12.00M	69									
MON.	8.00P	30 CBS CS						B	13.5	27	1050	NBC LATE NIGHT MOVIE			38	71	69	47	47	A	1.8	7	140
												1 SUN.	11.30P	109 NBC FF				B	2.0	8	156		
												2 SUN.	11.50P	69									



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1981 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
LATE FRINGE CONT'D																											
SATURDAY NIGHT					43	201	191	98	98	A	6.2	25	482	EDGE OF NIGHT					203	155	155	82	82	A	5.7	19	443
1 SAT.	11.30P	81	NBC	GV						B	9.3	29	724	M-F 4.00P 30 ABC DD					217	181	181	91	91	B	5.0	16	389
2 SAT.	1.09A	90												FAMILY FEUD						181	181	91	91	A	8.0	30	622
SCTV NETWORK/90					12	195	195	98	98	A	3.7	18	288	M-F 12.00N 30 ABC QP									B	6.7	26	521	
FRI.	12.30A	90	NBC	GV						B	3.6	18	280	GENERAL HOSPITAL					210	200	200	99	99	A	12.8	41	996
TOMORROW COAST TO					172	192	191	97	97	A	3.4	16	265	M-F 3.00P 60 ABC DD					218	203	203	99	99	B	11.4	37	887
M-TH	12.30A	30	NBC	CC						B	3.7	19	288	GOOD MORNING, AMERICA-730									A	4.0	30	311	
TOMORROW COAST TO					172	193	193	97	97	A	2.4	16	187	1 M-F 7.30A 30 ABC N									B	4.8	28	373	
1 MWTH	1.00A	45	NBC	CC						B	2.5	18	195	2 MTUTHF 7.30A 30													
1 TUE.	1.00A	52												2 WED. 7.30A 21													
2 M & TH	1.00A	56												GOOD MORNING, AMERICA-830					219	201	201	98	98	A	4.9	25	381
2 TUE.	1.00A	49												M-F 8.30A 30 ABC N									B	5.7	28	443	
2 WED.	1.00A	51												GUIDING LIGHT					213	195	195	99	99	A	7.6	24	591
TONIGHT SHOW					217	211	210	99	99	A	7.4	23	576	M-F 3.00P 60 CBS DD									B	7.8	25	607	
M-F	11.30P	60	NBC	GV						B	7.4	24	576	JEFFERSONS M-F					204	156	156	86	86	A	6.4	28	498
TUESDAY MOVIE-WEEK-PART 1					28	162	162	87	88	A	4.2	18	327	M-F 10.00A 30 CBS CS									B	5.3	25	412	
TUE.	12.00M	71	ABC	FF						B	4.1	19	319	LAS VEGAS GAMBIT					195	134	133	79	78	A	2.6	12	202
TUESDAY MOVIE-WEEK-PART 2					28	162	162	87	88	A	3.7	23	288	M-F 10.00A 30 NBC QG									B	3.1	15	241	
1 TUE.	1.11A	13	ABC	FF						B	3.5	23	272	MORNING-CHARLES KURALT					122	187	187	99	99	A	2.1	18	163
2 TUE.	1.11A	19												M-F 7.00A 60 CBS N									B	2.6	17	202	

## •WEEKDAY DAYTIME

ABC DAYTIME NEWSBRIEF-M-F	217	175	175	93	93	A	8.8	30	685	2 WED.	8.00A	60	CBS	N	72	53	A	1.7	11	132		
M-F 1.57P	2	ABC	N			B	8.5	30	661													
ALICE-M-F	204	169	169	92	92	A	8.2	34	638	NEWSBREAK-11.57				215	161	160	87	86	A	5.7	22	443
M-F 10.30A	30	CBS	CS			B	6.3	30	490	M-F 11.57A	2	CBS	N						B	6.3	27	490
ALL MY CHILDREN	216	201	201	99	99	A	9.8	34	762	NEWSBREAK-3.57				213	176	176	94	94	A	6.1	19	475
M-F 1.00P	60	ABC	DD			B	9.1	33	708	M-F 3.57P	2	CBS	N						B	6.3	20	490
ANOTHER WORLD	214	202	204	98	98	A	5.0	17	389	ONE DAY AT A TIME-M-F				195	132	132	72	72	A	5.0	17	389
M-F 2.00P	60	NBC	DD			B	5.0	18	389	M-F 4.00P	30	CBS	CS						B	4.4	14	342
AS THE WORLD TURNS	50	195	195	99	99	A	6.9	24	537	ONE LIFE TO LIVE				212	199	199	99	99	A	9.8	33	762
M-F 1.30P	60	CBS	DD			B	6.8	24	529	M-F 2.00P	60	ABC	DD						B	9.0	32	700
BLOCKBUSTERS	196	148	147	85	85	A	3.2	13	249	PASSWORD PLUS				210	185	185	92	92	A	3.8	15	296
M-F 10.30A	30	NBC	QG			B	3.6	17	280	M-F 11.30A	30	NBC	QG						B	4.4	19	342
CAPTAIN KANGAROO(B)		108	49			A	1.6	9	124	PRICE IS RIGHT 1				215	192	192	96	96	A	6.2	25	482
2 WED. 8.00A	60	CBS	C							M-F 11.00A	30	CBS	AP						B	6.2	28	482
CAPTAIN KANGAROO	209	175	175	97	97	A	2.6	14	202	PRICE IS RIGHT 2				216	192	192	96	96	A	6.9	27	537
1 M-F 8.00A	60	CBS	C			B	2.7	14	210	M-F 11.30A	30	CBS	AP						B	7.2	31	560
2 MTUTHF 8.00A	60									RYAN'S HOPE				217	183	183	96	96	A	7.6	28	591
CARD SHARKS	216	135	133	70	68	A	2.9	11	226	M-F 12.30P	30	ABC	DD						B	6.8	27	529
M-F 12.00N	30	NBC	QG			B	3.0	12	233	SEARCH FOR TOMORROW				49	188	188	97	97	A	6.8	23	529
DAYS OF OUR LIVES	216	207	207	99	99	A	5.6	19	436	M-F 2.30P	30	CBS	DD						B	6.4	23	498
M-F 1.00P	60	NBC	DD			B	5.6	20	436	TEXAS				215	193	193	93	93	A	3.8	12	296
DOCTORS	215	180	180	88	88	A	3.3	12	257	M-F 3.00P	60	NBC	DD						B	4.5	15	350
M-F 12.30P	30	NBC	DD			B	3.7	15	288	THREE'S COMPANY DAYTIME				45	179	179	93	93	A	10.4	42	809
										M-F 11.00A	60	ABC	CS						B	9.5	38	739

[illegible]

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
WEEKEND DAYTIME CONT'D																											
HONG KONG PHOOEY					12	193	195	95	96	A	4.3	19	335	1 SAT. 2.00P 19 NBC SC									B	4.9	21	381	
SAT. 11.30A 30 NBC CA									B	4.4	20	342	2 SAT. 2.00P 18														
IN THE NEWS- 8.26AM					23	190	189	97	97	A	3.0	29	233	NBC MAJOR LEAGUE GAME 10					212	200	99	95	A	7.0	24	545	
SAT. 8.26A 3 CBS CN									B	3.4	26	265	1 SAT. 2.19P 162 NBC SE									B	6.8	24	529		
IN THE NEWS- 8.56AM					23	200	200	99	99	A	5.2	36	405	2 SAT. 2.18P 162													
SAT. 8.56A 3 CBS CN									B	5.2	31	405	NEW FAT ALBERT SHOW 23					187	187	98	97	A	5.2	23	405		
IN THE NEWS- 9.26AM					23	202	203	99	99	A	7.4	42	576	SAT. 12.00N 30 CBS CA									B	5.5	23	428	
SAT. 9.26A 3 CBS CN									B	7.1	36	552	NFL PRE-SEAS FTBL-NBC-SUN(S) 209								98	A	11.1	36	864		
IN THE NEWS-10.26AM					23	195	196	97	97	A	5.5	26	428	2 SUN. 1.00P 190 NBC SE													
SAT. 10.26A 3 CBS CN									B	6.1	27	475	PLASTICMAN/BABY PLAS SHOW 44					190	190	96	96	A	5.2	25	405		
IN THE NEWS-11.56AM					23	190	191	98	96	A	5.8	25	451	SAT. 11.30A 30 ABC CA									B	5.7	24	443	
SAT. 11.56A 3 CBS CN									B	5.7	25	443	RICHEL RICH 39					193	193	99	99	A	5.8	30	451		
IN THE NEWS-12.26PM					23	187	187	98	97	A	4.8	21	373	SAT. 9.30A 30 ABC CA									B	7.1	31	552	
SAT. 12.26P 3 CBS CN									B	5.2	22	405	SCHOOLHOUSE ROCK-8.26AM 40					175	176	92	92	A	3.0	32	233		
IN THE NEWS-12.56PM					23	172	173	91	92	A	4.4	19	342	SAT. 8.26A 3 ABC CN									B	4.0	29	311	
SAT. 12.56P 3 CBS CN									B	5.1	21	397	SCHOOLHOUSE ROCK-10.26AM 44					189	189	98	98	A	7.2	33	560		
IN THE NEWS- 1.26PM					23	166	165	91	88	A	4.0	17	311	SAT. 10.26A 3 ABC CN									B	7.4	30	576	
SAT. 1.26P 3 CBS CN									B	4.6	18	358	SCHOOLHOUSE ROCK-10.56AM 39					194	194	99	99	A	7.0	31	545		
IN THE NEWS-8.26AM-SUN.					10		47		30	A	<<			SAT. 10.56A 3 ABC CN									B	6.9	28	537	
														SCHOOLHOUSE ROCK-11.55AM 40					115	118	72	80	A	2.0	9	156	

2 SUN.	8.26A	3	CBS	CN						B	.6	7	47	SUN.	11.55A	4	ABC	CN						B	2.7	11	210
IN THE NEWS-8.56AM-SUN.		7			47		30			A	.9	10	70	SCOOBY & SCRAPPY DOO		39				189	189	98	98	A	7.7	37	599
1 SUN.	8.56A	3	CBS	CN						B	1.1	9	86	SAT.	10.00A	30	ABC	CA						B	8.1	33	630
IN THE NEWS-10.56AM		23			196	197	98	98		A	5.1	23	397	SPORTSWORLD		30				186	190	92	92	A	8.3	25	646
SAT.	10.56A	3	CBS	CN						B	5.6	24	436	1 SUN.	4.00P	90	NBC	SE						B	6.7	19	521
IN THE NEWS-11.26AM		23			190	191	98	96		A	5.6	24	436	2 SUN.	4.10P	60											
SAT.	11.26A	3	CBS	CN						B	5.7	25	443	SUNDAY MORNING		46				145	145	88	88	A	4.3	27	335
ISSUES AND ANSWERS		42			182	185	94	98		A	3.5	15	272	SUN.	9.00A	90	CBS	N						B	4.3	23	335
SUN.	12.00N	30	ABC	CC						B	3.7	14	288	TARZAN/LONE RANGER-1		9				190	191	98	96	A	5.8	26	451
JASON OF STAR COMMAND		23			166	165	91	88		A	4.4	19	342	SAT.	11.00A	30	CBS	CA						B	5.9	26	459
SAT.	1.00P	30	CBS	CL						B	4.9	20	381	TARZAN/LONE RANGER-2		9				190	190	98	96	A	6.0	26	467
JETSONS		12			197	197	97	97		A	4.8	21	373	SAT.	11.30A	30	CBS	CA						B	6.1	27	475
SAT.	11.00A	30	NBC	CA						B	4.7	21	366	30 MINUTES		23				172	175	93	92	A	3.3	14	257
JONNY QUEST		43			152	150	77	77		A	3.3	14	257	SAT.	1.30P	30	CBS	DN						B	4.0	16	311
SAT.	12.00N	30	NBC	CA						B	4.3	17	335	THUNDARR-THE BARBARIAN		44				194	194	99	99	A	7.1	32	552
KIDS ARE PEOPLE TOO I		46			111	114	79	80		A	2.1	10	163	SAT.	10.30A	30	ABC	CA						B	7.2	30	560
1 SUN.	10.30A	32	ABC	CL						B	2.8	12	218	TIME OUT-8:28AM		46				190	190	96	96	A	1.9	20	148
2 SUN.	10.30A	37												SAT.	8.28A	2	NBC	CN						B	3.1	24	241
KIDS ARE PEOPLE TOO II		45			112	116	80	81		A	2.6	13	202	TIME OUT-9:28AM		45				200	199	99	99	A	2.9	18	226
1 SUN.	11.02A	28	ABC	CL						B	3.3	14	257	SAT.	9.28A	2	NBC	CN						B	4.3	21	335
2 SUN.	11.07A	23												TIME OUT-10:28AM		45			202	202	98	98	A	3.6	17	280	
MEET THE PRESS		46			199	177	98	96		A	3.9	17	303	SAT.	10.28A	2	NBC	CN						B	4.5	19	350
SUN.	12.30P	30	NBC	CC						B	4.1	16	319	TIME OUT-11:28AM		45				197	197	97	97	A	4.6	20	358
NBC MAJOR LEAGUE PRE GAME		10			214	198	99	94		A	5.0	20	389	SAT.	11.28A	2	NBC	CN						B	5.1	21	397

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1981 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)												
WEEKEND DAYTIME CONT'D																																																					
TIME OUT-12:28PM						44	152	149	77	77	A	3.3	14	257																																							
SAT. 12.28P 2 NBC CN											B	4.0	15	311																																							
TOM AND JERRY						23	190	189	97	97	A	2.4	26	187																																							
SAT. 8.00A 30 CBS CA											B	2.9	24	226																																							



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,710 11.2		20,070 25.8									
	ABC TV					ABC COMEDY SPECIAL (OP)											
	AVERAGE AUDIENCE (Households (000) & %)					7,160 9.2		9,800 12.6									
	SHARE OF AUDIENCE %					19		23	8.8*		11.7*		13.7*		14.3*		14.4*
	AVG. AUD. BY ¼ HR.					8.8	9.7	8.4	9.1	11.4	12.1	13.3	14.1	14.4	14.1	15.1	13.8
	TOTAL AUDIENCE (Households (000) & %)					11,590 14.9		13,380 17.2		17,890 23.0		16,650 21.4		14,630 18.8			
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)					
	AVERAGE AUDIENCE (Households (000) & %)					10,110 13.0		11,200 14.4		15,480 19.9		14,630 18.8		9,650 12.4			
	SHARE OF AUDIENCE %					27		27		35		32		23	13.8*		11.0*
	AVG. AUD. BY ¼ HR.					12.7	13.4	13.7	15.1	19.3	20.5	18.5	19.2	14.9	12.8	11.3	10.6
	TOTAL AUDIENCE (Households (000) & %)					14,470 18.6				18,670 24.0							
	NBC TV							LITTLE HOUSE-PRAIRIE (R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					10,040 12.9				10,500 13.5							
	SHARE OF AUDIENCE %					26				24							
	AVG. AUD. BY ¼ HR.					11.0	12.0	14.3	14.4	10.1	10.2	11.8	12.6	14.1	15.8	16.4	17.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,440 14.7				17,890 23.0							
	ABC TV							BORDER PALS (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					7,620 9.9				10,500 13.5							
	SHARE OF AUDIENCE %					18				23							
	AVG. AUD. BY ¼ HR.					9.9	9.6*	9.3	9.8	11.0	11.8	13.6	13.0	14.7	15.0	15.0	14.6
	TOTAL AUDIENCE (Households (000) & %)					13,460 17.3		12,760 16.4		16,750 24.1		16,730 21.5		16,420 21.1			
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)					
	AVERAGE AUDIENCE (Households (000) & %)					11,510 14.8		10,890 14.0		16,100 20.7		15,090 19.4		12,760 16.4			
	SHARE OF AUDIENCE %					28		25		34		32		29	16.3*		16.5*
	AVG. AUD. BY ¼ HR.					14.6	15.1	13.5	14.4	19.6	21.8	19.0	19.7	16.5	16.0	16.2	16.9
	TOTAL AUDIENCE (Households (000) & %)					16,260 20.9				19,450 25.0							
	NBC TV							LITTLE HOUSE-PRAIRIE (R)(OP)									
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0				11,900 15.3							
	SHARE OF AUDIENCE %					29				26							
	AVG. AUD. BY ¼ HR.					14.1	15.9	16.7	17.3	15.2	14.5	15.4	15.5	16.1	15.4	15.2	15.3

TV HOUSEHOLDS USING TV	WK 1	46.0	47.9	46.0	47.5	46.4	48.9	51.9	54.8	56.5	57.6	57.9	58.6	57.2	56.2	53.7	51.8
(See Def. 1)	WK 2	49.0	51.5	50.5	51.4	52.5	54.1	55.6	58.1	59.9	61.9	61.6	61.4	59.8	57.9	57.1	55.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		13,850 17.8		17,270 22.2		16,730 21.5		16,650 21.4			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		BARBARA WALTERS SUMMER SP (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,360 14.6		12,450 16.0		15,330 19.7		14,860 19.1		11,750 15.1		15.1*	15.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 13.4	15.9	30 15.6	16.4	35 19.1	20.3	32 19.0	19.2	27 15.4	26* 14.8	28* 15.0	28* 15.2
K 2	TOTAL AUDIENCE (Households (000) & %)					8,790 11.3		8,400 10.8		18,520 23.8							
	CBS TV					CRONKITE'S UNIVERSE		TWO THE HARD WAY (OP)						CBS TUESDAY NIGHT MOVIES TORN BETWEEN TWO LOVERS(R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,390 9.5		6,690 8.6		11,440 14.7		11.6*	13.6*		16.4*		17.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.4	9.5	16 8.2	9.0	26 10.9	20* 12.3	23* 13.4	23* 13.8		28* 16.7	31* 17.1	31* 17.0
	TOTAL AUDIENCE (Households (000) & %)					11,200 14.4				13,540 17.4				12,290 15.8			
	NBC TV							LOBO (R)(OP)		HILL STREET BLUES (R)(SUS-OP)				NERO WOLFE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3				9,730 12.5				9,100 11.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.7	9.2* 9.6	22* 11.1	11.4* 11.8	22 11.6	20* 11.6	22* 13.0	22* 13.6	21 11.5	20* 11.9	22* 12.1	22* 11.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,380 17.2		12,370 15.9		15,950 20.5		16,100 20.7		17,970 23.1			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,360 14.6		11,130 14.3		13,770 17.7		14,240 18.3		14,160 18.2		18.3*	18.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 14.3	14.9	27 14.1	14.4	31 16.9	18.4	31 18.0	18.6	33 17.9	32* 18.6	33* 18.7	33* 17.8
	TOTAL AUDIENCE (Households (000) & %)					11,670 15.0		10,500 13.5		17,580 22.6							
	CBS TV					CRONKITE'S UNIVERSE		QUICK & QUIET (OP)						CBS TUESDAY NIGHT MOVIES CAN YOU HEAR THE LAUGHTER? THE STORY OF FREDDIE PRINZ(R)			
	AVERAGE AUDIENCE (Households (000) & %)					9,650 12.4		9,180 11.8		11,280 14.5		12.9*	13.4*		15.5*		16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.3	12.6	22 11.4	12.1	25 13.0	22* 12.7	23* 13.4	23* 13.4		27* 15.3	29* 15.8	29* 15.9
	TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				13,070 16.8				11,900 15.3			
	NBC TV							LOBO (R)(OP)		HILL STREET BLUES (R)(OP)				NERO WOLFE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,080 9.1				9,880 12.7				8,710 11.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.2	8.4* 8.6	19* 9.5	9.9* 10.3	22 11.9	21* 12.3	22* 13.2	22* 13.5	20 10.8	19* 10.8	21* 11.4	21* 11.8
TV HOUSEHOLDS USING TV WK. 1		48.3	48.0	46.7	48.1	48.4	50.6	51.6	53.3	55.3	57.9	59.1	59.7	58.1	57.6	56.0	53.6
(See Def. 1) WK. 2		45.9	47.5	47.1	48.8	50.5	51.9	52.2	54.2	57.0	58.3	58.9	59.4	56.9	55.9	55.8	55.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. AUG.18, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)						11,830 15.2				12,600 16.2				12,060 15.5			
ABC TV						CHARLIE'S ANGELS (R)				VEGAS (R)(OP)				DYNASTY (R)			
AVERAGE AUDIENCE (Households (000) & %)						8,560 11.0				9,100 11.7				8,400 10.8			
SHARE OF AUDIENCE %						22	10.5*		11.6*	21	11.0*		21*	19	10.2*		11.5*
AVG. AUD. BY ¼ HR. %						10.2	10.7	11.2	11.9	10.5	11.6	12.4	12.3	10.1	10.2	11.4	11.6
TOTAL AUDIENCE (Households (000) & %)						10,040 12.9				17,740 22.8							
CBS TV						WHITE SHADOW (R)(OP)				CBS WEDNESDAY NIGHT MOVIE THE SEEDING OF SARAH BURNS(R)							
AVERAGE AUDIENCE (Households (000) & %)						7,080 9.1				11,750 15.1							
SHARE OF AUDIENCE %						19	8.0*		10.2*	27	13.1*		25*		16.2*		16.9*
AVG. AUD. BY ¼ HR. %						7.5	8.4	9.8	10.6	12.5	13.8	14.1	14.6	16.0	16.4	17.2	16.7
TOTAL AUDIENCE (Households (000) & %)						14,240 18.3				15,870 20.4		15,790 20.3		17,270 22.2			
NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)						10,350 13.3	12.8*		13.7*	14,160 18.2		14,080 18.1		12,910 16.6	16.3*		16.8*
SHARE OF AUDIENCE %						27	27*		27*	33		31		30	29*		30*
AVG. AUD. BY ¼ HR. %						12.5	13.1	13.4	14.1	17.7	18.7	17.8	18.3	16.3	16.2	16.5	17.1

TOTAL AUDIENCE (Households (000) & %)						10,740 13.8				14,630 18.8				12,210 15.7			
ABC TV						CHARLIE'S ANGELS (R)				VEGAS (R)(OP)				DYNASTY (R)			
AVERAGE AUDIENCE (Households (000) & %)						7,940 10.2				10,580 13.6				9,180 11.8			
SHARE OF AUDIENCE %						19	9.4*		11.1*	23	12.6*		25*	21	11.3*		12.3*
AVG. AUD. BY ¼ HR. %						9.2	9.6	10.8	11.4	12.1	13.2	14.6	14.6	10.9	11.6	11.8	12.7
TOTAL AUDIENCE (Households (000) & %)						10,890 14.0		10,740 13.8		17,510 22.5							
CBS TV						BUGS BUNNY- K. ARTHUR'S CT (R)		MOWGLI'S BROTHERS (R)(OP)		CBS WEDNESDAY NIGHT MOVIE JIMMY B. AND ANDRE(R)							
AVERAGE AUDIENCE (Households (000) & %)						9,260 11.9		9,570 12.3		10,890 14.0				15.6*			16.1*
SHARE OF AUDIENCE %						23		22		24	11.6*		22*	27*	20*		29*
AVG. AUD. BY ¼ HR. %						11.4	12.4	12.2	12.3	11.5	11.7	12.7	13.1	15.5	15.8	16.1	16.1
TOTAL AUDIENCE (Households (000) & %)						16,420 21.1				17,350 22.3		14,780 19.0		16,100 20.7			
NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		IRENE (SUS-OP)		QUINCY, M.E. (R)			
AVERAGE AUDIENCE (Households (000) & %)						11,980 15.4	13.9*		16.9*	15,090 19.4		12,680 16.3		12,370 15.9	16.2*		15.5*
SHARE OF AUDIENCE %						29	27*		31*	33		27		28	28*		28*
AVG. AUD. BY ¼ HR. %						12.9	14.8	16.4	17.3	18.7	20.1	16.7	15.8	16.1	16.3	15.6	15.5

TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	45.8	45.9	46.1	46.6	45.8	48.3	50.2	52.2	54.6	57.0	57.2	58.8	56.7	56.3	56.0	54.7
		WK. 2	47.8	49.0	47.6	48.1	49.3	52.7	54.4	56.3	57.5	59.5	59.2	59.4	57.9	57.1	55.8	54.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. AUG.13, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,600 16.2		12,840 16.5		13,690 17.6		15,330 19.7		19,140 24.6			
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					10,040 12.9		11,280 14.5		11,900 15.3		13,620 17.5		14,000 18.0	18.7*		17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 12.1	13.7	28 13.8	15.2	29 14.8	15.9	31 16.6	18.4	32 18.7	33* 18.6		32* 17.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,650 12.4				15,870 20.4				15,790 20.3			
	CBS TV					WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,920 8.9	8.4*		9.4*	11,750 15.1	14.0*		16.2*	12,290 15.8	15.0*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 7.9	18* 8.8		18* 9.3	28 13.4	26* 14.6		29* 16.0	28 14.8	26* 15.3		31* 16.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,760 16.4				12,370 15.9							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES MARCH OR DIE, PART 1(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,480 10.9	10.4*		11.5*	5,990 7.7	7.8*		6.8*		7.8*		8.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.6	22* 10.3		23* 11.0	14 8.2	15* 7.4		12* 7.0		14* 7.9		15* 8.5

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,460 17.3		12,600 16.2		13,690 17.6		14,320 18.4					
	ABC TV					MORK & MINDY (R)		BOSOM BUDDIES (R)(OP)		BARNEY MILLER (R)		ABC NEWS CLOSEUP THE MONASTERY					
	AVERAGE AUDIENCE (Households (000) & %)					11,200 14.4		10,740 13.8		11,980 15.4		8,170 10.5	11.9*		10.6*		9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 13.3	15.5	26 13.7	13.9	28 14.5	16.4	18 12.4	21* 11.4		18* 10.1		16* 8.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,070 16.8				28,550 36.7							
	CBS TV					YABBA DABBA DO (R)(OP)				CIRCUS OF THE STARS (R)							
	AVERAGE AUDIENCE (Households (000) & %)					7,940 10.2	9.8*		10.5*	17,190 22.1	17.5*		22.1*		24.5*		24.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 10.4	20* 9.2		20* 9.7	39 16.7	32* 18.3		39* 21.2		42* 24.3		43* 24.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,000 18.0				13,690 17.6							
	NBC TV					NBC MAGAZINE (R)(OP)				NBC THURSDAY NIGHT MOVIES BUCK ROGERS(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					8,710 11.2	10.9*		11.4*	7,000 9.0	7.4*		8.0*		9.7*		10.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 11.3	22* 10.5		22* 11.4	16 7.9	13* 6.9		14* 7.6		17* 9.6		19* 10.5

TV HOUSEHOLDS USING TV	WK. 1	44.0	43.8	44.5	45.7	45.5	48.1	49.8	52.2	52.6	53.7	55.1	56.7	56.7	56.7	55.1	53.5
(See Def. 1)	WK. 2	46.4	47.1	46.9	48.6	49.7	50.3	50.8	53.4	54.5	56.4	56.3	57.8	59.0	57.9	56.8	54.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. AUG.20, 1981



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,970 14.1		8,790 11.3		14,240 18.3							
	ABC TV					BENSON (R)		KRYPTON FACTOR (OP)		ABC FRIDAY NIGHT MOVIE I WANNA HOLD YOUR HAND							
	AVERAGE AUDIENCE (Households (000) & %)					9,180 11.8		7,160 9.2		7,160 9.2	7.4*		8.5*		10.1*		10.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 11.6	12.1	19 9.2	9.3	18 7.5	15 *		16 *		19 *		22 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,760 16.4				21,550 27.7				18,280 23.5			
	CBS TV					INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,090 10.4	8.7*		12.0*	16,650 21.4	20.3*		22.4*	14,160 18.2	18.0*		18.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 8.6	19 *	11.4	12.6	41 19.3	40 *		42 *	36 17.6	34 *		38 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					8,170 10.5		8,640 11.1		11,830 15.2						6,380 8.2	
	NBC TV					HARPER VALLEY (R)		COMEDY THEATRE WENDY HOOPER, U.S. ARMY(OP)		NBC FRIDAY NIGHT MOVIE MARCH OR DIE, PART 2(OP)							
	AVERAGE AUDIENCE (Households (000) & %)					6,920 8.9		7,470 9.6		6,850 8.8	8.1*		8.3*		10.0*		5,600 7.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.6	9.2	20 9.3	9.9	17 8.0	16 *		16 *		19 *		15 6.7

W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,050 14.2		9,650 12.4		20,230 26.0							
	ABC TV					BENSON (R)		KRYPTON FACTOR (OP)		NFL PRE-SEASON FTBL-ABC LOS ANGELES VS SAN DIEGO (9:00-12:31AM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,490 12.2		7,700 9.9		8,400 10.8	9.2*		10.2*		12.5*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 11.9	12.6	20 9.9	9.8	24 9.4	19 *		20 *		25 *		26 *
W E K 3	TOTAL AUDIENCE (Households (000) & %)					12,290 15.8				18,670 24.0				16,570 21.3			
	CBS TV					GOOD EVENING CAPTAIN (OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,010 10.3	9.4*		11.3*	14,240 18.3	17.3*		19.4*	12,210 15.7	15.9*		15.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 9.5	20 *	11.1	11.5	36 16.2	34 *		37 *	32 16.0	31 *		32 *
W E K 4	TOTAL AUDIENCE (Households (000) & %)					10,810 13.9		11,670 15.0		16,260 20.9							
	NBC TV					HARPER VALLEY (R)		COMEDY THEATRE WHY US?(OP)		NBC FRIDAY NIGHT MOVIE FAST FRIENDS(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,410 12.1		9,730 12.5		9,180 11.8	11.7*		11.1*		12.0*		12.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 11.8	12.5	25 12.3	12.8	23 11.3	23 *		21 *		24 *		26 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.2	44.0	44.1	45.8	45.7	46.5	47.3	49.7	50.0	51.6	52.6	53.9	53.1	52.1	49.4
		WK. 2	43.0	44.0	43.6	44.3	45.8	47.8	49.1	50.3	50.3	51.1	52.5	52.2	51.0	50.6	48.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.FRI. AUG.21, 1981

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,750 15.1				17,660 22.7				19,060 24.5			
	ABC TV					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,320 10.7				13,930 17.9				14,780 19.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 8.5	9.2* 20 *			26 * 35	16.4* 33 *			36 * 38	18.8* 37 *		19.3* 39 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,710 11.2		22,170 28.5									
	CBS TV					PEN 'N' INC. (OP)				NFL PRE-SEASON FTBL-CBS DALLAS VS LOS ANGELES (8:30-11:53PM)							
	AVERAGE AUDIENCE (Households (000) & %)					6,850 8.8		9,650 12.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.6	26 8.9	23 * 9.9	10.4* 11.0	26 * 12.5	13.6* 13.1	26 * 13.7		13.6* 12.1	24 * 12.4	13.7	13.6* 13.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,200 14.4				8,640 11.1				7,860 10.1			
	NBC TV					WILLARD SCOTT'S-CIRCUS (OP)				GREATEST HEROES-BIBLE (SUS-OP)				NBC NEWS SPECIAL REPORT WHY POLAND MAKES MOSCOW SHUDDER			
	AVERAGE AUDIENCE (Households (000) & %)					7,860 10.1				5,990 7.7				5,210 6.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.0	22 * 10.1	21 * 10.3	10.1* 9.9	15 7.5	7.5* 7.4	15 * 7.9	7.9* 7.9	13 6.9	6.8* 6.6	13 * 6.4	6.6* 6.8

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,740 13.8				16,800 21.6				15,400 19.8			
	ABC TV					EIGHT IS ENOUGH (R)				LOVE BOAT (R)(OP)				FANTASY ISLAND (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,310 9.4				12,910 16.6				12,140 15.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 7.8	8.5* 19 *	10.4* 21 *	10.7 10.7	32 14.4	15.5* 31 *	17.7* 33 *		29 14.8	14.9* 28 *	16.2* 31 *	16.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8				14,780 19.0							
	CBS TV					ENOS (R)(OP)				CBS SAT. NIGHT MOVIE DAY OF THE ANIMALS(R)							
	AVERAGE AUDIENCE (Households (000) & %)					7,940 10.2				8,400 10.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 10.0	9.9* 9.8	10.5* 10.0	22 * 10.9	21 10.5	10.5* 10.5	10.7* 11.0		20 * 11.1	10.8* 10.4	21 * 10.9	11.2* 11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8				24,270 31.2							
	NBC TV					BARBARA MANDRELL (R)(OP)				NFL PRE-SEAS FTBL-NBC-SAT PITTSBURGH VS DALLAS (9:00-12:39AM)							
	AVERAGE AUDIENCE (Households (000) & %)					8,640 11.1				10,660 13.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 10.1	10.7* 11.3	25 * 11.7	11.5* 11.3	29 12.0	12.5* 13.0	27 * 13.5	13.9* 14.3	28 * 15.4	15.3* 15.3	27 * 15.6	14.5* 13.5

TV HOUSEHOLDS USING TV WK. 1	41.3	42.5	43.7	45.0	45.7	46.2	47.4	48.5	49.2	51.4	53.1	52.6	51.1	50.4	50.2	49.5
(See Def. 1) WK. 2	41.5	42.0	43.9	45.6	44.7	46.3	48.1	49.3	49.8	51.6	53.1	54.2	54.0	53.3	53.0	51.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. SAT. AUG. 22, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.15, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,990 7.7														
	ABC TV		ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,520 7.1														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 15 7.1														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{														
	CBS TV		NFL PRE-SEASON FTBL-CBS DALLAS VS LOS ANGELES (8:30-11:53PM)														
	AVERAGE AUDIENCE (Households (000) & %)		{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12.1* 25* 12.1 12.1 12.5 10.7														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,500 13.5														
	NBC TV		SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,840 7.5 8.1* 7.3* 6.8*														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 24 22* 25* 27* 7.8 8.4 7.2 6.9 6.4														

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 5,290 6.8														
	ABC TV		ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,060 6.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 6.5														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{														
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 6,920 8.9														
	NBC TV		NFL PRE-SEAS FTBL-NBC-SAT PITTSBURGH VS DALLAS (9:00-12:39AM)														
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,970 5.1 6.2* 5.4* 4.4*														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 28 27* 28* 28* 13.3 13.0 14.5 13.5 13.4 12.7 10.9 6.2 6.2 5.8 5.1 4.6 4.1 3.7														

TV HOUSEHOLDS USING TV WK. 1	47.1	43.7	39.1	34.7	31.0	27.8	25.8	24.1	21.2	19.1	16.4	14.6	13.9	13.1	11.7	10.2
(See Def. 1) WK. 2	47.4	44.1	39.9	36.9	35.0	33.2	29.4	27.1	24.2	21.6	19.2	17.4	15.4	14.3	12.6	11.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SAT. AUG.22, 1981

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
TOTAL AUDIENCE (Households (000) & %)		{ 8,400 10.8				{ 11,510 14.8				{ 22,870 29.4									
ABC TV		THOSE AMAZING ANIMALS (R)				FOUL PLAY (OP)				ABC SUNDAY NIGHT MOVIE BREAKING UP IS HARD TO DO(R) (9:00-12:00MD)									
AVERAGE AUDIENCE (Households (000) & %)		{ 5,760 7.4				{ 7,620 9.8				{ 11,360 14.6				{ 14.3* 24 *		{ 15.0* 26 *		{ 14.7* 26 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 16 6.2		{ 6.7* 7.1		{ 8.2* 8.3		{ 9.3* 9.3		{ 10.4* 11.0		{ 13.6* 13.8		{ 14.1		{ 14.5		{ 15.2	
TOTAL AUDIENCE (Households (000) & %)		{ 18,520 23.8				{ 13,850 17.8		{ 12,840 16.5		{ 15,870 20.4		{ 16,800 21.6		{ 18,520 23.8					
CBS TV		60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)					
AVERAGE AUDIENCE (Households (000) & %)		{ 14,240 18.3		{ 17.8* 39 *		{ 18.8* 39 *		{ 11,750 15.1		{ 11,440 14.7		{ 13,770 17.7		{ 15,330 19.7		{ 15,400 19.8			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 39 17.1		{ 39* 18.6		{ 39* 18.7		{ 30 15.1		{ 28 15.0		{ 31 16.9		{ 34 18.4		{ 35 19.3		{ 20.2*	
TOTAL AUDIENCE (Households (000) & %)		{ 12,760 16.4				{ 16,100 20.7				{ 16,420 21.1									
NBC TV		DISNEY'S WONDERFUL WORLD FOLLOW ME BOYS, PART 2				CHIPS (R)(OP)				BIG EVENT HANGING BY A THREAD, PART 1 (R)									
AVERAGE AUDIENCE (Households (000) & %)		{ 9,180 11.8		{ 11.1* 25		{ 12.4* 26 *		{ 12,600 16.2		{ 15.2* 31 *		{ 17.2* 32 *		{ 14.0 24		{ 14.1* 25 *			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 25 10.8		{ 24* 11.3		{ 26* 12.0		{ 31 12.8		{ 31* 14.4		{ 32* 16.0		{ 17.0		{ 17.3		{ 14.3	

TOTAL AUDIENCE (Households (000) & %)		{ 9,570 12.3				{ 11,360 14.6				{ 21,710 27.9							
ABC TV		THOSE AMAZING ANIMALS (R)				FOUL PLAY (OP)				ABC SUNDAY NIGHT MOVIE THE WAY WE WERE(R) (9:00-11:26PM)							
AVERAGE AUDIENCE (Households (000) & %)		{ 6,540 8.4		{ 7.7* 17 *		{ 9.1* 18 *		{ 7,470 9.6		{ 9.0* 17 *		{ 10.3* 18 *		{ 11,980 15.4		{ 14.3* 24 *	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 18 7.4		{ 17* 8.0		{ 18* 8.9		{ 18 9.0		{ 17* 9.1		{ 10.0		{ 10.6		{ 14.0	
TOTAL AUDIENCE (Households (000) & %)		{ 16,490 21.2				{ 12,450 16.0		{ 13,150 16.9		{ 18,980 24.4		{ 20,070 25.8		{ 21,240 27.3			
CBS TV		60 MINUTES (R)				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
AVERAGE AUDIENCE (Households (000) & %)		{ 12,600 16.2		{ 15.5* 34 *		{ 16.8* 34 *		{ 10,040 12.9		{ 11,750 15.1		{ 16,570 21.3		{ 18,280 23.5		{ 17,430 22.4	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 34 14.7		{ 34* 16.3		{ 34* 17.0		{ 25 12.6		{ 27 13.1		{ 35 14.2		{ 39 15.9		{ 39 19.9	
TOTAL AUDIENCE (Households (000) & %)		{ 12,990 16.7				{ 16,490 21.2				{ 14,700 18.9							
NBC TV		DISNEY'S WONDERFUL WORLD BIG RED, PART 1(R)				CHIPS (R)(OP)				BIG EVENT AUDREY ROSE(R)(SUS-OP) (9:00-11:20PM)							
AVERAGE AUDIENCE (Households (000) & %)		{ 9,340 12.0		{ 11.5* 25 *		{ 12.6* 26 *		{ 11,670 15.0		{ 14.1* 27 *		{ 15.8* 28 *		{ 8,250 10.6		{ 10.1* 18	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 25 11.3		{ 25* 11.7		{ 26* 12.3		{ 28 12.9		{ 27* 13.5		{ 28* 14.7		{ 15.6		{ 16.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 44.4		WK. 2 44.9		46.6 47.1		48.0 48.7		48.5 50.2		48.9 50.4		50.7 53.0		51.9 55.4	
		54.4 57.7		55.8 59.4		56.9 60.9		58.0 60.6		58.9 60.3		57.8 58.8		57.5 57.8		56.6 56.9	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																			
	{																			
	ABC TV																			
	AVERAGE AUDIENCE (Households (000) & %)																			
	SHARE OF AUDIENCE %																			
	AVG. AUD. BY ¼ HR.																			
TOTAL AUDIENCE (Households (000) & %)		{	5,910 7.6																	
CBS SUNDAY NEWS- OSGOOD																				
CBS TV																				
AVERAGE AUDIENCE (Households (000) & %)		{	5,520 7.1																	
SHARE OF AUDIENCE %		%	15																	
AVG. AUD. BY ¼ HR.		%	7.1																	
TOTAL AUDIENCE (Households (000) & %)		{	2,570 3.3																	
NBC LATE NIGHT MOVIE																				
CHARLIE AND THE GREAT BALLOON CHASE(R) (11:30-1:19AM) (SUSTAINING 1:19-1:30AM)																				
NBC TV																				
AVERAGE AUDIENCE (Households (000) & %)		{	1,320 1.7	1.7*	1.8*	1.7*														
SHARE OF AUDIENCE %		%	7	5 *	7 *	8 *														
AVG. AUD. BY ¼ HR.		%	1.7	1.7	1.9	1.8	1.7	1.6	1.4	1.2										

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			3,890 5.0				4,900 6.3										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,810 4.9										
	SHARE OF AUDIENCE %			29				25										
	AVG. AUD. BY ¼ HR.			3.8	4.1			4.9	5.0									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	2,960 3.8				2,800 3.6								5,990 7.7		7,700 9.9		
	CBS TV			MORNING-CHARLES KURALT		CAPTAIN KANGAROO								JEFFERSONS M-F		ALICE-M-F		
	AVERAGE AUDIENCE (Households (000) & %)	1,710 2.2	2.0*		2.4*	1,870 2.4	2.2*		2.6*					4,980 6.4		6,540 8.4		
	SHARE OF AUDIENCE %	19	20 *		16 *	13	13 *		13 *					28		35		
	AVG. AUD. BY ¼ HR.	1.7	2.2	2.4	2.5	2.2	2.3	2.4	2.8				5.7	7.1	8.1	3.7		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			3,660 4.7				4,590 5.9						2,490 3.2		3,030 3.9		
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)							LAS VEGAS GAMBIT		BLOCKBUSTERS		
	AVERAGE AUDIENCE (Households (000) & %)			3,030 3.9				3,810 4.9						2,020 2.6		2,570 3.3		
	SHARE OF AUDIENCE %			29				25						12		14		
	AVG. AUD. BY ¼ HR.			3.7	4.0			5.1	4.8				2.7	2.6	3.3	3.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			4,120 5.3				4,750 6.1										
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP)	(PARTICIPATING)	GOOD MORNING, AMERICA-830 (CO-OP)	(PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)			3,270 4.2				3,890 5.0										
	SHARE OF AUDIENCE %			32				25										
	AVG. AUD. BY ¼ HR.			4.0	4.4			4.8	5.0									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,720 3.5				3,350 4.3								6,070 7.8		7,390 9.5		
	CBS TV			MORNING-CHARLES KURALT		CAPTAIN KANGAROO (MTUTHF)(S)(OP)								JEFFERSONS M-F		ALICE-M-F		
	AVERAGE AUDIENCE (Households (000) & %)	1,630 2.1	1.8*		2.3*	2,180 2.8	2.6*		3.1*					4,980 6.4		6,220 8.0		
	SHARE OF AUDIENCE %	18	19 *		17 *	15	15 *		16 *					28		33		
	AVG. AUD. BY ¼ HR.	1.6	2.1	2.3	2.4	2.4	2.8	2.9	3.2				5.8	7.0	7.8	8.2		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9				4,670 6.0						2,410 3.1		2,960 3.8		
	NBC TV			TODAY SHOW-7.30AM (CO-OP)	(PARTICIPATING)	TODAY SHOW-8.30AM (CO-OP)	(PARTICIPATING)							LAS VEGAS GAMBIT		BLOCKBUSTERS		
	AVERAGE AUDIENCE (Households (000) & %)			2,960 3.8				3,890 5.0						2,020 2.6		2,410 3.1		
	SHARE OF AUDIENCE %			29				25						12		13		
	AVG. AUD. BY ¼ HR.			3.7	3.9			5.1	5.0				2.6	2.6	3.1	3.2		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.4	8.2	10.2	11.5	13.7	16.0	17.7	18.6	19.4	20.5	21.3	22.0	22.1	22.8	23.3	24.1
		WK. 2	6.3	7.9	9.8	11.3	13.5	15.2	16.9	18.1	19.3	21.6	22.4	23.0	22.8	23.5	24.0	24.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,660 13.7				7,620 9.8		7,310 9.4		10,660 13.7			10,040 12.9		
	ABC TV		THREE'S COMPANY DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	8,090 10.4				6,460 8.3		6,150 7.9		7,940 10.2			7,780 10.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	42 9.4	9.8* 10.2		11.0* 11.2	43* 31	8.2	29 8.4	7.9	34 9.5	9.8* 10.0	10.6* 10.5	33 9.6	9.7* 9.7	10.4* 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6		6,380 8.2				8,010 10.3				7,240 9.3			5,840 7.5
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS			SEARCH FOR TOMORROW		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 6.4		5,450 7.0				5,760 7.4	7.4*		5,370 6.9			5,210 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 6.2	41* 6.5	28 7.0	43* 7.1	31 6.2	8.2	29 7.1	28* 7.6	34 7.4	33* 7.6	35* 6.7	33 7.0	33* 7.2	34* 6.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,580 4.6		3,350 4.3		2,650 3.4		2,880 3.7		5,840 7.5			5,060 6.5		
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,030 3.9		2,800 3.6		2,260 2.9		2,410 3.1		4,200 5.4	5.2*	5.6*	3,970 5.1	5.1*	5.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 3.9	3.9	14 3.5	11 3.6	11 2.8	3.0	11 3.1	28* 3.2	18 5.0	18* 5.3	19* 5.5	17 5.0	17* 5.2	16* 5.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,200 14.4				7,160 9.2		6,920 8.9		9,960 12.8			9,880 12.7		
	ABC TV		THREE'S COMPANY DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{	8,090 10.4				6,070 7.8		5,760 7.4		7,310 9.4	8.9*	9.9*	7,550 9.7	9.4*	9.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	41 9.2	39* 10.2		11.2* 11.3	43* 29	7.7	29 7.8	28 7.5	33 8.7	32* 9.1	34* 9.9	33 9.4	33* 9.6	34* 10.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,450 7.0		5,990 7.7				8,010 10.3				7,160 9.2			6,070 7.8
	CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS			SEARCH FOR TOMORROW		
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1		5,210 6.7				5,910 7.6	7.3*		5,370 6.9			5,450 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 6.1	39* 6.1	26 6.6	43* 6.8	29 6.1	7.8	28 7.0	28* 7.6	33 7.9	32* 7.9	34* 6.5	33 7.2	33* 7.5	34* 6.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,050 5.2		3,730 4.8		2,800 3.6		3,270 4.2		6,070 7.8			5,130 6.6		
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES			ANOTHER WORLD		
	AVERAGE AUDIENCE (Households (000) & %)	{	3,350 4.3		3,110 4.0		2,330 3.0		2,720 3.5		4,590 5.9	5.6*	6.2*	3,890 5.0	5.1*	4.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	17 4.3	4.3	16 3.9	11 4.1	11 2.8	3.1	13 3.5	28* 3.4	21 5.4	20* 5.8	22* 6.1	17 5.2	18* 5.1	17* 5.0
TV HOUSEHOLDS USING TV			WK. 1	23.8	24.7	25.0	25.7	26.4	27.5	27.4	28.5	28.9	29.9	29.7	29.8	30.0
(See Def. 1)			WK. 2	24.7	25.1	25.3	26.3	26.4	27.7	26.8	27.0	27.5	28.2	28.6	29.0	29.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 10-14, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 11,980 15.4				5,130 6.6										9,960 12.8	
	ABC TV		GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT												ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,040 12.9	12.8*		13.0*	5.9										8,400 10.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 41 12.5	41 *	13.2	41 *	20 5.9	5.9									24 10.7	10.9
	TOTAL AUDIENCE (Households (000) & %)		{ 6,770 8.7				4,510 5.8										9,880 12.7	
	CBS TV		GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F												CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,600 7.2	7.2*		7.2*	4.8										8,400 10.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 23 7.2	23 *	7.3	23 *	16 4.5	5.1									24 10.8	10.7
	TOTAL AUDIENCE (Households (000) & %)		{ 3,970 5.1														8,950 11.5	
	NBC TV		TEXAS														NBC NIGHTLY NEWS	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 12,210 15.7				4,900 6.3										9,260 11.9	
	ABC TV		GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT												ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,960 12.8	12.4*		13.1*	5.5										8,010 10.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 41 12.1	40 *	13.2	41 *	19 5.7	5.4									23 10.1	10.6
	TOTAL AUDIENCE (Households (000) & %)		{ 7,470 9.6				4,820 6.2										10,190 13.1	
	CBS TV		GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F												CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,150 7.9	7.9*		8.0*	5.1										9,020 11.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 25 7.7	26 *	8.1	25 *	18 4.8	5.4									25 11.6	11.5
	TOTAL AUDIENCE (Households (000) & %)		{ 4,050 5.2														9,020 11.6	
	NBC TV		TEXAS														NBC NIGHTLY NEWS	
		AVERAGE AUDIENCE (Households (000) & %)		{ 2,960 3.8	3.7*		3.9*										8,090 10.4	
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		% 12 3.7	12 *	4.0	12 *										23 10.1	10.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	31.0	31.6	31.8	32.1	29.9	31.4	32.3	33.5	34.4	36.3	37.6	39.8	41.8	44.2	44.8	45.4
		WK. 2	29.6	30.8	31.3	31.3	29.2	30.4	31.2	32.2	33.3	35.1	37.6	40.2	42.8	44.6	44.9	46.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 17-21, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,260 2.9		3,030 3.9		4,280 5.5		5,760 7.4		7,240 9.3		6,690 8.6	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,480 1.9		2,650 3.4		3,500 4.5		4,590 5.9		6,070 7.8		5,760 7.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 1.5	2.2	28 3.1	3.6	26 4.2	4.7	30 5.4	6.4	37 7.7	7.9	33 7.3	7.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,650 3.4		4,590 5.9		6,690 8.6		6,770 8.7		5,450 7.0		5,450 7.0	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,790 2.3		3,660 4.7		5,370 6.9		5,760 7.4		4,360 5.6		4,280 5.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.0	2.6	34 4.2	5.1	39 6.4	7.5	37 7.6	7.3	27 5.7	5.5	24 5.6	5.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					1,560 2.0		1,950 2.5		2,570 3.3		2,880 3.7		3,420 4.4		4,120 5.3	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,170 1.5		1,560 2.0		2,020 2.6		2,570 3.3		2,800 3.6		3,190 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 1.2	1.8	16 1.9	2.2	16 2.3	2.8	17 3.1	3.4	18 3.5	3.8	18 4.0	4.3
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					2,800 3.6		3,580 4.6		3,970 5.1		5,600 7.2		7,160 9.2		6,220 8.0	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,950 2.5		2,960 3.8		3,420 4.4		4,430 5.7		5,840 7.5		5,210 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 2.0	3.1	31 3.6	4.0	27 4.4	4.4	31 5.3	6.1	36 7.5	7.6	31 6.5	6.9
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					2,330 3.0		3,890 5.0		5,290 6.8		6,850 8.8		4,900 6.3		5,290 6.8	
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.4		3,030 3.9		4,430 5.7		5,680 7.3		4,200 5.4		3,970 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 2.0	2.7	30 3.3	4.5	35 5.3	6.2	39 7.5	7.0	26 5.6	5.1	24 5.3	5.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					1,400 1.8		2,490 3.2		3,350 4.3		2,490 3.2		2,800 3.6		4,360 5.6	
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,170 1.5		1,950 2.5		2,570 3.3		2,180 2.8		2,410 3.1		3,190 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 1.4	1.7	20 2.6	2.3	22 3.1	3.5	16 2.9	2.7	16 3.1	3.1	20 3.7	4.5
TV HOUSEHOLDS USING TV		WK. 1	4.1	4.4	5.2	6.2	7.9	10.4	12.8	14.8	16.8	18.3	19.4	20.2	20.5	21.6	22.4
(See Def. 1)		WK. 2	3.7	4.8	5.4	6.7	8.1	10.2	12.3	13.9	15.4	16.9	18.4	18.9	20.4	21.2	21.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. AUG. 22, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,430 5.7		{ 4,750 6.1		{ 5,370 6.9		{ 5,840 7.5		{ 5,840 7.5		{ 5,840 7.5		{ 5,840 7.5		{ 5,840 7.5	
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART 1		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,730 4.8		{ 3,890 5.0		{ 4,200 5.4		{ 3,420 4.4		{ 3,920 4.9*		{ 4,920 17 *		{ 4,920 20 *		{ 4,920 20 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 4.8		{ 24 5.1		{ 23 5.0		{ 18 3.7		{ 17 4.0		{ 17 4.6		{ 17 5.2		{ 17 5.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,600 7.2		{ 5,600 7.2		{ 3,970 5.1		{ 3,890 5.0		{ 3,810 4.9		{ 3,500 4.5		{ 3,500 4.5		{ 3,500 4.5	
	CBS TV	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES		30 MINUTES		30 MINUTES	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 4,670 6.0		{ 3,350 4.3		{ 3,190 4.1		{ 3,190 4.1		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 26 6.3		{ 26 5.8		{ 19 4.3		{ 18 4.1		{ 17 4.1		{ 15 4.2		{ 15 3.8		{ 15 3.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,120 5.3		{ 3,810 4.9		{ 3,110 4.0		{ 3,350 4.3		{ 3,350 4.3		{ 3,350 4.3		{ 3,350 4.3		{ 3,350 4.3	
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		FLINTSTONES		FLINTSTONES		FLINTSTONES		FLINTSTONES	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 3,190 4.1		{ 2,410 3.1		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 20 4.5		{ 18 4.2		{ 13 3.1		{ 16 3.2		{ 16 3.4		{ 16 3.8		{ 16 3.8		{ 16 3.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,210 6.7		{ 4,980 6.4		{ 5,060 6.5		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2	
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART 2		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81		AMERICAN BANDSTAND '81	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,360 5.6		{ 4,120 5.3		{ 3,970 5.1		{ 3,420 4.4		{ 4,120 4.1*		{ 4,820 17 *		{ 4,820 21 *		{ 4,820 21 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 27 5.7		{ 26 5.6		{ 22 4.8		{ 19 3.9		{ 17 4.2		{ 17 4.7		{ 17 4.6		{ 17 4.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,370 6.9		{ 5,520 7.1		{ 5,760 7.4		{ 4,750 6.1		{ 4,510 5.8		{ 2,880 3.7		{ 2,880 3.7		{ 2,880 3.7	
	CBS TV	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES		30 MINUTES		30 MINUTES	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5		{ 4,590 5.9		{ 4,670 6.0		{ 3,810 4.9		{ 3,580 4.6		{ 2,330 3.0		{ 2,330 3.0		{ 2,330 3.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 25 5.4		{ 26 5.6		{ 26 6.1		{ 21 4.8		{ 20 4.7		{ 13 4.6		{ 13 3.1		{ 13 2.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,510 5.8		{ 4,360 5.6		{ 3,500 4.5		{ 3,580 4.6		{ 3,580 4.6		{ 3,580 4.6		{ 3,580 4.6		{ 3,580 4.6	
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		FLINTSTONES		FLINTSTONES		FLINTSTONES		FLINTSTONES	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,090 5.0		{ 3,420 4.4		{ 2,720 3.5		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6		{ 2,800 3.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 23 5.0		{ 19 4.6		{ 15 3.4		{ 15 3.7		{ 15 3.5		{ 15 3.7		{ 15 3.7		{ 15 3.7	
TV HOUSEHOLDS USING TV		WK. 1	WK. 2	22.9	23.3	23.1	23.1	22.9	23.0	22.3	22.7	23.3	24.7	24.6	24.8	24.5	25.6
(See Def. 1)		WK. 1	WK. 2	21.9	22.5	22.8	23.1	23.2	23.3	22.5	23.9	22.9	22.9	22.3	23.5	24.7	25.0

U.S. TV Households: 77,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:19PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 22, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 15, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{														
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)	{														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{														
TV HOUSEHOLDS USING TV		WK. 1	29.6	31.0	30.9	32.2	32.4	32.0	32.3	33.7	34.6	34.4	35.9	36.8	38.8	40.1
(See Def. 1)		WK. 2	28.8	29.1	29.2	29.7	30.0	30.3	31.2	32.0	32.5	33.6	34.1	35.7	37.7	39.5

U.S. TV Households: 77,800,000

(1) CHAMP. WOMEN'S GOLF-SAT(8), NBC, (5:00-5:20PM)(5)

For explanation of symbols, See page A.

DAY SAT. AUG. 22, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 16, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,260 2.9
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:02AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,790 2.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																12 2.2 2.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,380 8.2
	CBS TV																MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)																THREE ROBONIC STOOGES (SUS)(OP)
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																SUNDAY MORNING
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																MARSHALL EFRON (SUS)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,660 4.7 3.9* 5.0* 5.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																30 29* 32* 28* 3.4 4.4 4.7 5.3 5.3 5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																1,710 2.2
	ABC TV																KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	AVERAGE AUDIENCE (Households (000) & %)																1,480 1.9 1.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																9 9* 1.7 1.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																5,840 7.5
	CBS TV																MIGHTY MOUSE/ HECKLE-JECKL (SUS)(OP)
	AVERAGE AUDIENCE (Households (000) & %)																THREE ROBONIC STOOGES (SUS)(SUS-OP)
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																SUNDAY MORNING
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																MARSHALL EFRON (SUS)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,030 3.9 3.2* 4.2* 4.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																24 24* 25* 23* 2.8 3.5 4.3 4.2 4.5 4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV WK. 1		3.5	3.8	4.6	5.8	7.6	8.6	10.0	12.2	13.8	14.5	15.0	16.5	18.6	19.9	20.0	20.4
(See Def. 1) WK. 2		3.0	3.5	4.1	4.8	6.4	7.7	9.3	11.3	13.3	15.6	17.4	18.0	19.4	20.1	20.7	21.7

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG. 23, 1981



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,410 3.1	1,480 1.9	2,720 3.5								12,530 16.1			
	ABC TV		KIDS ARE PEOPLE TOO II (11:02-11:30AM) (OP)	ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)							ABC SUNDAY AFTERNOON BSBL — CHICAGO WHITE SOX VS BALTIMORE ST. LOUIS VS MONTREAL (2:00-6:03PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,020 2.6	1,320 1.7	2,410 3.1								3,890 5.0	4.2*		4.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	13 2.4	8 2.7	14 3.1	3.2							16 4.0	15* 4.4	16* 4.6	5.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		3,580 4.6											8,400 10.8	
	CBS TV			FACE THE NATION											HARTFORD OPEN- SUN. (2:30-5:02PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,800 3.6											3,270 4.2	3.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%		18 3.5	3.7										13 3.7	12* 3.7
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{			3,110 4.0											
	NBC TV				MEET THE PRESS											
	AVERAGE AUDIENCE (Households (000) & %)	{			2,410 3.1											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%			14 2.9	3.3										

TOTAL AUDIENCE (Households (000) & %)		{	2,180 2.8	1,630 2.1	3,810 4.9								9,960 12.8					
ABC TV			KIDS ARE PEOPLE TOO II (11:07-11:30AM) (OP)		ANIMALS, ANIMALS (OP)	ISSUES AND ANSWERS	DIRECTIONS (SUS)						ABC SUNDAY AFTERNOON BSBL KANSAS CITY VS NEW YORK YANKEES LOS ANGELES VS ST. LOUIS (2:00-4:47PM)					
AVERAGE AUDIENCE (Households (000) & %)		{	1,950	1,400	3,030							3,810						
SHARE OF AUDIENCE %		%	2.5	1.8	3.9							4.9	3.7*		4.9*			
AVG. AUD. BY ¼ HR.		%	11	8	16							15	12 *		15 *			
		%	2.5	2.5	4.0	3.8						3.2	4.1	4.8	5.0			
TOTAL AUDIENCE (Households (000) & %)		{		4,200 5.4								4,750 6.1						
CBS TV				FACE THE NATION									ATP PRO TENNIS CHAMP. (2:00-4:00PM)					
AVERAGE AUDIENCE (Households (000) & %)		{		3,190 4.1								1,870						
SHARE OF AUDIENCE %		%		19								2.4	2.4*		2.3*			
AVG. AUD. BY ¼ HR.		%		3.8	4.4							8	8 *		7 *			
		%										2.8	2.1	2.3	2.3			
TOTAL AUDIENCE (Households (000) & %)		{			4,200 5.4	20,070 25.8												
NBC TV					MEET THE PRESS							NFL PRE-SEAS FTBL-MBC-SUN NEW ORLEANS VS PHILADELPHIA (1:00-4:10PM)						
AVERAGE AUDIENCE (Households (000) & %)		{			3,660 4.7	8,640 11.1	8.9*		11.5*				12.1*		11.8*			
SHARE OF AUDIENCE %		%			19	36	33 *		39 *				39 *		37 *			
AVG. AUD. BY ¼ HR.		%			4.5	5.0	7.7	10.0	11.1	11.8		11.7	12.5	12.0	11.6			
TV HOUSEHOLDS USING TV WK. 1			19.6	20.6	20.4	21.6	22.2	22.2	22.6	22.8	22.5	23.9	24.8	26.6	27.4	27.9	29.5	31.3
(See Def. 1) WK. 2			22.4	22.3	22.9	23.6	24.0	25.4	26.5	27.1	27.4	30.0	30.6	31.0	30.0	30.9	31.9	31.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 16, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																5,370 6.9
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																4,120 5.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	4.9	4.6	4.4	3.8	4.2	4.2	4.6	5.0	5.8	6.2	6.9	7.0	7.4			5.3 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									6,300 8.1							9,180 11.8
	CBS TV																	CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)	{									3,270 4.2							7,700 9.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	4.1	3.9	4.2	3.9	3.9	4.6	4.7	5.2	3.7	3.8	4.2	5.0				9.4 10.5
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					11,360 14.6											6,770 8.7
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	{					5,600 7.2											5,680 7.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%					22 6.7	6.8* 21 *		7.2* 21 *		7.5* 23 *						7.2 7.4
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																6,850 8.8
	ABC TV																	ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{																5,910 7.6
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	5.1	5.0	4.7	4.6	5.2	6.0	6.4	5.8								7.3 7.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					9,800 12.6											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,660 4.7											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	2.1	2.2	2.5	3.0	3.0	3.5	3.3	3.8	4.2	4.7	5.0	5.4	5.5	5.4	6.0	6.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					11,200 14.4				6,380 8.2							7,470 9.6
	NBC TV																	NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)	{					7,700 9.9				4,050 5.2							6,300 8.1
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	11.9	11.7	10.9	10.2	10.0	10.3	10.4	10.3	6.5	5.0	4.8	5.4				7.7 8.4
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)			32.2	32.1	32.0	32.3	32.8	32.1	33.4	32.6	33.8	34.2	35.2	35.7	34.9	36.0	36.5	37.3
			32.1	32.1	32.3	32.1	32.6	32.1	33.5	32.6	33.5	34.3	34.7	35.1	34.1	34.6	35.4	37.7
			39.5	39.5	39.5	39.5	40.8	40.8	42.9	43.6	43.6	43.6	43.6	43.6	43.6	43.6	43.6	43.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SUN. AUG. 23, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)			%
EVENING MONDAY																
ABC MONDAY MOVIE FEATURETTE(SUS)	2	10.55-11.00PM	10.45													
NBC NBC NEWS UPDATE-2-MON(SUS)	2	10.03-10.04PM	10.00													
EVENING TUESDAY																
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45													
EVENING WEDNESDAY																
NBC NBC NEWS UPDATE-2-WED(SUS)	2	9.58- 9.59PM	9.45													
EVENING THURSDAY																
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.46- 9.47PM	9.45													
EVENING FRIDAY																
ABC NFL PRE-SEASON FTBL-ABC(S)	2	9.00-12.31AM	→GRID 11.00 11.15 11.30 11.45 12.00 12.15 12.30							20,230	26.0	8,400	10.8	24	10.8 10.3 10.9 10.4 10.3 9.6 9.4	
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	12.31-12.38AM	(SUS)													
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.48- 9.49PM	9.45													
EVENING SATURDAY																
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	14,780	19.0	14,780	19.0	36	19.0	12,680	16.3	12,680	16.3	30	16.3	
CBS NEWSBREAK-SAT.	1	8.28- 8.29PM	8.15	6,380	8.2	6,380	8.2	18	8.2	7,700	9.9	7,700	9.9	20	9.9	
	2	8.58- 8.59PM	8.45							8,010	10.3	8,010	10.3	22	10.3	
NEC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	7,160	9.2	7,160	9.2	19	9.2							
NEC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45													
EVENING SUNDAY																
AEC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	9,180	11.8	9,180	11.8	22	11.8							
	2	8.56- 8.59PM	8.45							9,800	12.6	8,250	10.6	18	10.6	
AEC ABC SUNDAY NIGHT MOVIE	2	9.00-11.26PM	→GRID 11.15							21,710	27.9	11,980	15.4	27	15.0	
												15.6*	31*		15.0	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	10,270	13.2	10,270	13.2	24	13.2	12,290	15.8	12,290	15.8	27	15.8	
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	11,280	14.5	11,280	14.5	27	14.5	11,130	14.3	11,130	14.3	25	14.3	
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.57- 9.58PM	9.45													
NBC NBC NEWS UPDATE-2-SUN.	1	9.54- 9.55PM	9.45	10,040	12.9	10,040	12.9	22	12.9							
EVENING MONDAY-FRIDAY																
ABC ABC NEWSBRIEF-M-F-COULD	1	>	8.15	10,430	13.4	9,650	12.4	23	9.7	9,800	12.6	9,180	11.8	22	10.5	M-F
	2	>	8.45						8.7						14.8	TU & W
			9.45						15.8						8.8	M-TH
ABC ABC NEWS:NIGHTLINE	2	11.30-12.00MD	11.30 11.45							7,310	9.4	6,300	8.1	23	7.2	M-TH

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC NEWS:NIGHTLINE-MON	1	11.30-12.00MD	11.30 11.45	5,760	7.4	4,590	5.9	17	6.6 5.3	MON. MON.							
ABC ABC NEWS:NIGHTLINE-T-F	1	11.30-12.00MD	11.30 11.45	6,220	8.0	4,900	6.3	18	6.9 5.6	TU-F TU-F							
ABC CHARLIE'S ANGELS-12.00		12.00- 1.07AM	12.00 12.15 12.30 12.45 1.00	5,210	6.7	3,580	4.6 4.6*	19 16*	4.5 4.7 4.7 4.6 4.2	THU. THU. THU. THU. THU.	5,760	7.4	3,580	4.6 4.6*	20 17*	4.4 4.8 4.8 4.6 3.4	THU. THU. THU. THU. THU.
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	5,600	7.2	3,350	4.3 4.3*	17 15*	4.3 4.3 4.5 4.4 3.9	MON. MON. MON. MON. MON.	4,980	6.4	2,960	3.8 3.4*	17 13*	3.2 3.6 3.9 4.3 4.2	MON. MON. MON. MON. MON.
ABC FRIDAYS	1	12.00- 1.11AM	12.00 12.15 12.30 12.45 1.00	6,690	8.6	3,970	5.1 4.8*	19 16*	4.7 5.0 5.3 5.3 5.3	FRI. FRI. FRI. FRI. FRI.							
ABC LOVE BOAT-12.00	1	12.00- 1.08AM	12.00	6,540	8.4	4,200	5.4	21	5.2	WED.							
	2	12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00				5.0* 5.9*	17* 26*	4.9 5.8 5.9 5.3	WED. WED. WED. WED.	7,310	9.4	5,370	6.9 6.9*	29 25*	6.7 7.1 7.1 7.1 6.3	WED. WED. WED. WED. WED.
ABC TUESDAY MOVIE-WEEK-PART 1		12.00- 1.11AM	12.00 12.15 12.30 12.45 1.00	4,590	5.9	2,880	3.7 3.6*	16 13*	3.7 3.5 3.6 3.8 3.8	TUE. TUE. TUE. TUE. TUE.	5,840	7.5	3,580	4.6 5.0*	20 19*	5.2 4.8 4.3 4.3 4.2	TUE. TUE. TUE. TUE. TUE.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	1.08- 1.38AM	1.00 1.15 1.30								2,960	3.8	2,260	2.9	13	3.4 2.8 2.6	FRI. FRI. FRI.
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.24AM	1.00	2,880	3.7	2,960	3.8	24	4.1	TUE.							
	2	1.11- 1.30AM	1.00 1.15						3.7	TUE.	3,110	4.0	2,800	3.6	22	3.9 3.5	TUE. TUE.
	1	1.24- 2.07AM	(SUS)														
	2	1.30- 2.12AM	(SUS)														
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,400	10.8	8,400	10.8	21	10.8	M-F	9,650	12.4	9,570	12.3	22	12.2	M-F
	2	>	8.45														
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 (SUS)	8,090	10.4	5,130	6.6 7.2*	22 21*	7.3 7.2 6.8 6.2 5.7	M-F M-F M-F M-F M-F	7,860	10.1	4,820	6.2 7.0*	21 20*	7.2 6.8 6.1 5.5 5.1	M-F M-F M-F M-F M-F
CBS LATE MOVIE II CONT'D		VARIOUS TIMES	12.30	4,200	5.4	3,190	4.1	21	4.6	M-F	3,810	4.9	3,110	4.0	22	4.3	M-F



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																				
CBS LATE MOVIE II-CONT'D			12.45					4.7*	20*	4.3	M-F					4.8*	23*	4.1	M-F	
			1.00							4.1	M-F							3.9	M-F	
			1.15					3.9*	22*	3.8	M-F					3.9*	23*	3.7	M-F	
		VARIOUS TIMES (SUS)																		
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	8,250	10.6	8,250	10.6	20	10.6	M-F	9,410	12.1	9,410	12.1	22	12.1	M-F			
NBC NBC NEWS UPDATE-2-M-F		>	9.45	9,020	11.6	9,020	11.6	20	11.6	MWF	7,310	9.4	7,310	9.4	16	9.4	TU&TH			
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,190	13.1	6,150	7.9	25	9.3	M-F	8,790	11.3	5,290	6.8	22	7.7	M-F			
			11.45					8.7*	25*	8.2	M-F					7.3*	21*	6.8	M-F	
			12.00							7.6	M-F							6.9	M-F	
			12.15					7.0*	24*	6.5	M-F					6.3*	23*	5.8	M-F	
NBC SCTV NETWORK/90		12.30- 2.00AM	12.30	5,290	6.8	2,570	3.3	17	3.9	FRI.	6,770	8.7	3,190	4.1	20	5.5	FRI.			
			12.45					3.6*	15*	3.4	FRI.					5.0*	20*	4.5	FRI.	
			1.00							3.3	FRI.							4.0	FRI.	
			1.15					3.4*	17*	3.5	FRI.					3.7*	19*	3.5	FRI.	
			1.30							3.2	FRI.							3.5	FRI.	
			1.45					2.9*	13*	2.7	FRI.					3.6*	22*	3.6	FRI.	
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,190	4.1	2,650	3.4	15	3.8	M-TH	2,960	3.8	2,570	3.3	16	3.7	M-TH			
			12.45							3.1	M-TH						3.0	M-TH		
NBC TOMORROW COAST TO COAST-2		>	1.00	2,570	3.3	1,870	2.4	15	2.9	M-TH	2,570	3.3	1,870	2.4	17	2.7	M-TH			
			1.15					2.6*	15*	2.4	M-TH					2.6*	17*	2.5	M-TH	
		VARIOUS TIMES (SUS)						1.8*	13*	1.6	M-TH					2.0*	17*	2.2	M-TH	
			1.30							1.9	M-TH							2.0	M-TH	
			1.45							1.6	M-TH									
DAY MONDAY-FRIDAY																				
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								M-F								M-F	
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,080	9.1	6,920	8.9	30	8.9	M-F	7,000	9.0	6,850	8.8	30	8.8	M-F			
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								M-F								M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45								M-F								M-F	
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30								M-F								M-F	
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30								M-F								M-F	
CBS CAPTAIN KANGAROO(B)	2	8.00- 9.00AM	8.00									2,100	2.7	1,240	1.6	9	1.4	WED.		
			8.15												1.5*	9*	1.5	WED.		
			8.30														1.6	WED.		
			8.45													1.8*	9*	2.1	WED.	
CBS MORNING-SPECIAL EDITION(S)	2	8.00- 9.00AM	8.00									2,260	2.9	1,320	1.7	11	1.6	WED.		
			8.15												1.8*	13*	1.9	WED.		
			8.30														1.6	WED.		
			8.45													1.6*	10*	1.7	WED.	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,510	5.8	4,360	5.6	22	5.6	M-F	4,590	5.9	4,430	5.7	22	5.7	M-F			
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,670	6.0	4,360	5.6	18	5.6	M-F	5,450	7.0	5,130	6.6	21	6.6	M-F			
DAY SATURDAY																				
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,100	2.7	2,020	2.6	29	2.6		2,800	3.6	2,650	3.4	35	3.4				
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	6,300	8.1	5,910	7.6	35	7.6		5,520	7.1	5,290	6.8	32	6.8				
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,150	7.9	5,600	7.2	31	7.2		5,600	7.2	5,210	6.7	31	6.7				

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	3,890	5.0	3,270	4.2	20	4.2		4,050	5.2	3,420	4.4	21	4.4	
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,570	3.3	2,330	3.0	29	3.0		2,410	3.1	2,260	2.9	28	2.9	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,280	5.5	4,120	5.3	36	5.3		4,120	5.3	3,890	5.0	36	5.0	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,300	8.1	6,150	7.9	43	7.9		5,760	7.4	5,370	6.9	41	6.9	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	4,670	6.0	4,280	5.5	25	5.5		4,510	5.8	4,200	5.4	25	5.4	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,820	6.2	4,280	5.5	24	5.5		4,120	5.3	3,580	4.6	21	4.6	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,590	5.9	4,280	5.5	24	5.5		4,590	5.9	4,430	5.7	25	5.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,130	6.6	4,280	5.5	24	5.5		5,210	6.7	4,670	6.0	26	6.0	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,730	4.8	3,350	4.3	19	4.3		4,360	5.6	4,050	5.2	22	5.2	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,580	4.6	3,110	4.0	18	4.0		3,810	4.9	3,660	4.7	20	4.7	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,730	4.8	3,030	3.9	16	3.9		3,580	4.6	3,110	4.0	17	4.0	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,400	1.8	1,240	1.6	18	1.6		1,710	2.2	1,630	2.1	22	2.1	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	1,790	2.3	1,630	2.1	16	2.1		1,870	2.4	1,710	2.2	17	2.2	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,100	2.7	1,950	2.5	15	2.5		2,570	3.3	2,490	3.2	20	3.2	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	2,570	3.3	2,570	3.3	17	3.3		2,100	2.7	1,950	2.5	14	2.5	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	2,880	3.7	2,650	3.4	16	3.4		3,110	4.0	2,960	3.8	19	3.8	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	3,350	4.3	3,190	4.1	18	4.1		3,660	4.7	3,580	4.6	22	4.6	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,420	4.4	3,350	4.3	19	4.3		3,890	5.0	3,730	4.8	22	4.8	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	4,050	5.2	3,810	4.9	21	4.9		3,350	4.3	3,030	3.9	17	3.9	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,490	3.2	2,260	2.9	12	2.9		2,880	3.7	2,800	3.6	15	3.6	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.19PM	-GRID	4,360	5.6	3,810	4.9	20			4,360	5.6	3,970	5.1	21		
	2	2.00- 2.18PM	-GRID						4.9							5.5	
			2.15													1.9	
NBC CHAMP. WOMENS GOLF-SAT(B)(S)	2	5.00- 5.20PM	-GRID								1,560	2.0	1,400	1.8	6		
			5.15														
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.02AM	-GRID	2,260	2.9	1,790	2.3	12			1,710	2.2	1,480	1.9	9		
	2	10.30-11.07AM	-GRID						2.3							2.1	
			11.00						2.7		2,100	2.7	1,950	2.5	11	2.5	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,180	2.8	2,100	2.7	13	2.7		2,020	2.6	1,870	2.4	10	2.4	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	1,400	1.8	1,240	1.6	7	1.6								
CBS IN THE NEWS-8.26AM-SUN(SUS)	1	8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.26AM-SUN.	2	8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)	2	8.56- 8.59AM	8.45														
CBS IN THE NEWS-8.56AM-SUN.	1	8.56- 8.59AM	8.45	700	.9	700	.9	10	.9								
CBS HARTFORD OPEN-SUN(S)	1	2.30- 5.02PM	-GRID	8,400	10.8	3,270	4.2	13	4.1								
			5.00														
NBC NFL PRE-SEAS FTBL-NBC-SUN(S)	2	1.00- 4.10PM	-GRID								20,070	25.8	8,640	11.1	36		
			4.00													11.9	

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SUNDAY-CONT'D																	
NBC SPORTSWORLD	2	4.10- 5.10PM	→GRID 5.00								11,200 14.4		7,700 9.9	29		7.9	